

# Agenda

Governor's Office of Economic Development – International Summit – October 22, 2012

11:00 am – 11:30 am **Registration & Reception**

Representatives from China, Japan, and South Korea.

11:30 am – 12:45 pm **Lunch**

## **Speakers**

Gary Harter – Managing Director of Business Outreach & International Trade, Governor's Office of Economic Development

Lew Cramer – President and CEO, World Trade Center Utah

Derek Miller – Chief of Staff to Governor Herbert

## **Selling in Europe**

Presenters:

Franz Kolb – Director Europe, the Middle East, Africa & India, Governor's Office of Economic Development

Frederic De Pryck – Utah Trade Representative to Belgium, The Netherlands, & Luxembourg

Discover the remarkable similarities that Utah shares with Europe and its complimentary industries. Gain an understanding of how to utilize a logistics network that will bring your product anywhere within borderless Europe, in less than 24 hours and take advantage of Europe's network of research universities, skilled multilingual workforce, and venture capital organizations.

12:45 pm – 1:00 pm **Break**

1:00 pm – 2:00 pm **Breakout Sessions**

## **Entering Asian Markets: China, Japan, and Korea**

Presenters:

Brett Heimburger – Director Asia, Governor's Office of Economic Development

Kojiro Abe – Utah Trade Representative to Japan

Hyun-Sook Kim – Utah Trade Representative to South Korea

Cynthia Chan – Utah Trade Representative to China

In the next five years, Asian markets will comprise 30% of global GDP. By 2035, China is on track to become the largest economy in the world. This session will help you evaluate individual markets, identify opportunities, and find the right partners for success. Featured Guests include Utah State Trade

## **The Entrepreneur's Handbook: Working Toward More Intelligent Business Decisions**

Panel:

Jim Herrin – Assistant State Director, Utah Small Business Development Center Network

Pamela OKumura-Gerrard – Director, Salt Lake Chamber Women's Business Center

Steve Price – Deputy District Director, SBA Utah District Office

Ronald Jay Tucker – Chapter President, SCORE

Melinda Workman - District International Trade Officer, SBA Utah District Office

The U.S. Small Business Administration (SBA) and its nationwide network of resource partners help millions of potential and existing small business owners start, grow, and succeed. Learn what business support tools the SBA has that can help your business grow. Attendee

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questions will be used as case studies for the session. Topics include: business plans, strategy, and financing.

2:00 pm – 2:15 pm Break

2:15 pm – 3:15 pm Breakout Sessions

## **Sales, Strategy and Success in Latin America**

Presenters:

Harvey Scott – Director of the Americas,  
Governor's Office of Economic Development,

Guadalupe Escalante – Utah Trade  
Representative to Mexico

Maria Ester Laso – Utah Trade Representative  
to Chile

Now is the time to begin exporting and doing business in Latin America. Strong economic growth in the region offers excellent business opportunities to Utah companies. GOED's trade mission strategy in Latin America will focus on countries that have evident economic, cultural, geographic, humanitarian and academic synergies with Utah. This session will feature Utah State Trade Representatives from Mexico and Chile.

## **Opportunities in the Middle East & North Africa (MENA)**

Presenters:

Franz Kolb – Director Europe, the Middle East,  
Africa & India, Governor's Office of Economic  
Development

Cynthia Douglass – Business Development  
Manager, National US-Arab Chamber of  
Commerce (NUSACC)

Rose Sager – Trade Representative Bahrain

With the increasing importance of economic relations between the Middle East & Utah, many Middle Eastern countries have emerged as significant markets for Utah companies. This seminar will provide in-depth information on the benefits and challenges of doing business in Middle East & North Africa (MENA). This session will feature Trade Representative of Bahrain and NUSACC Business Development Manager.

## **Engaging in Global Business & the Export Transaction Cycle**

Presenters:

David Fiscus – Director, Utah Export  
Assistance Center, US Commercial Service

Heather Byrne – US Commercial Service

Bryson Patterson – Regional Trade Finance  
Specialist, US Small Business Administration

This session will identify and explore the operational impact of various aspects of the international business development process and export transaction cycle, including strategy and marketing, getting paid by your customers, and logistics. Participants will receive insight and online resources designed to help them compete and succeed internationally.

3:00 pm – 5:00 pm Reception

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**Keynote Speaker**